

Approved Audits/Applications committee 10/6/08

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: TIME SENSITIVE MARKETING: 2009
WINTER IN YELLOWSTONE

Application Completed by: MARYSUE COSTELLO & JAN STODDARD

Approval Requested

 X Final

 Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The decision by Federal District Court Judge Emmett Sullivan in Washington, DC, that set aside the Winter Use for Yellowstone & Teton National Parks Decision of Record has once again placed Yellowstone gateway communities, including West Yellowstone and Gardiner in a state of flux. While we believe that the Park will open to over-the-snow motorized traffic, the exact specifics will not be known until just prior to the Park's scheduled opening on December 15th. The steps we now see are:

- Continue the crisis management we have already begun with unified communications messaging both through fax and internet, continue and expand web information to travel sites, monitor blogging and respond accordingly
- Develop comprehensive marketing and promotion campaigns for each of these three scenarios: 1) snowcoach and snowmobile over-the-snow access, 2) snowcoach only access, 3) no over-the-snow access (cross country skiing and snowshoe access only). Critical is the ability to prepare in advance a specific promotional campaign. Then, when needed, we can launch with the most effective, targeted marketing approach to promoting our winter businesses and services for this winter.

We need to be able to access additional resources in order to do the best possible job that we can in this situation. To that end we wish to adjust our Accommodation Tax FY 09 Budget. We have applied for Town of West Yellowstone Marketing and Promotions Funds and are seeking other funding and in-kind resources.

A detail page is attached that reflects as to where we would anticipate putting resources at this moment and the sources for those funds from our current plan.

Detail pages attached ☒ Yes ☐ No

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DETAIL PAGE

We anticipate these actions at this time; however, additional items we have not thought of at time:

- Prepare by identifying the most cost effective and responsive media buys as soon as possible with media placements costs locked in by November 15th, 2008
- Editorial information, op-ed pieces and press releases would begin as soon as possible and run through January 31, 2008
- A “Welcome to Winter in Yellowstone” publicity event would be scheduled for the opening of the west entrance (projected as December 15, 2008).
- Development of web marketing strategy by November 1, 2008. Web marketing would continue through January 31, 2009.
- Devote staff time to write and submit information to web travel sites, monitor blogs and respond accordingly.

The lion’s share of our budget has been spent or in committed projects (like the Greater Yellowstone Geotourism Mapguide) where we can’t adjust, we have located the following potentials although not necessarily in this order:

Crisis Management	\$ 774
Guide Distribution	500
Marketing Position	\$ 12,000
Web Marketing Page Designs	\$ 1,000
Interest	<u>\$ 500</u>
Total at this time from accommodation taxes	\$ 14,774

We will also strive to coordinate funds through the Town of West Yellowstone’s Marketing & Promotion Fund and the Three Bear Marketing Fund.